

Amendments to the claims:

1-19. canceled.

20. (currently amended): An interactive television system for distributing content including an identifier, said system comprising:

a cable head end to receive the content, the content including an embedded digital watermark comprising an identifier, said cable head end comprising:

a digital watermark detector to extract the identifier from data representing picture or audio portions of the received content;

a bridge to communicate the extracted identifier to a database, the database including a trigger indexed according to the identifier, said bridge to receive a corresponding trigger identified in the database as corresponding to the identifier; and

an inserter communicating with said bridge to insert the trigger into the received content.

21. (original): The interactive television system according to claim 20, wherein said inserter communicates with at least a set-top box.

22. (original): The interactive television system according to claim 20, wherein said cable head end communicates the trigger to a network and receives from the network related content.

23. (original): The interactive television system according to claim 22, wherein the related content comprises interactive content.

24. (previously presented): The interactive television system according to claim 22, wherein the related content comprises at least one content item from a group of content items comprising a web page, HTML code, Java applet, audio, visual, graphic, and text.

25. (original): The interactive television system according to claim 22, wherein said inserter inserts the related content into the received content.

26. (currently amended): An interactive television system for distributing content embedded with unique identifiers, said system comprising:

a cable head end to receive content steganographically embedded with a unique identifier hidden in data representing picture or audio portions of the content, said cable head end comprising an aggregator in communication with at least one set-top box and with a database, said aggregator communicating the unique identifier once extracted from the content to the database, and communicating related interactive data from the database to the set-top box.

27. (original): The system according to claim 26, wherein said aggregator communicates with a plurality of set-top boxes, and wherein said aggregator multicasts the related interactive data to the set-top boxes.

28. (previously presented): The system according to claim 26, wherein unique identifiers are embedded with digital watermarking.

29 - 59. canceled.